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April 16, 2008

Marlene H. Dortch  
Secretary  
Federal Communications Commission  
445 12<sup>th</sup> Street, S.W.  
Washington, DC 20554

**Re: DTV Consumer Education Initiative  
MB Docket No. 07-148  
Rural Cellular Corporation – *Ex Parte* Letter**

Dear Ms. Dortch,

The April 30, 2008 deadline for Eligible Telecommunications Carriers (“ETC”) to comply with the Commission’s digital television (“DTV”) transition notification rules is now just two weeks away.<sup>1</sup> Yet, many issues regarding compliance with the notification rules remain unresolved.

Given that the Commission is unlikely to rule on Rural Cellular Corporation’s (“RCC”) Petition for Expedited Reconsideration or, in the Alternative, Petition for Limited Waiver on Public Notice<sup>2</sup> prior to the April 30<sup>th</sup> compliance deadline,<sup>3</sup> it is imperative that the Commission provide relief and/or further direction immediately to those entities that have raised their concerns about these new requirements and sought a reprieve from the Commission. Such relief might come in the form of a postponement of the April 30<sup>th</sup> compliance deadline and/or an interim modification of the Commission’s rules so that the means by which affected entities can

<sup>1</sup> See *Media Bureau Announces Effective Date for The Rules in the DTV Consumer Education Initiative*, Public Notice, MB Docket No. 07-148, DA 08-757 (rel. Mar. 28, 2008).

<sup>2</sup> Rural Cellular Corporation’s Petition for Expedited Reconsideration or, in the Alternative, Petition for Limited Waiver, MB Docket No. 07-148 (filed Mar. 25, 2008) (“Petition”); see also Public Notice, Report No. 2862 (rel. Apr. 11, 2008). The Petition seeks reconsideration of Sections 54.418(a) and (b) of the FCC’s Rules. Alternatively, RCC seeks a limited waiver of Sections 54.418(a) and (b) so that RCC can comply with the Commission’s new DTV transition notification requirements by mailing monthly postcards to its Lifeline and Link-Up customers.

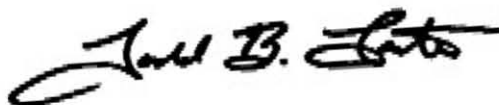
<sup>3</sup> The deadlines established by the Commission for filing oppositions and replies to RCC’s Petition are likely to extend well past April 30<sup>th</sup>.

comply is broadened (*e.g.*, postcard or other mailing), or grant of RCC's Petition for Limited Waiver.

Because RCC invoices a portion of its customers daily, RCC will have to be in compliance with the new DTV transition notification requirements on Day 1 (*i.e.*, April 30, 2008). RCC currently intends to include the information prescribed by the Commission about the DTV transition in **all** customer invoices beginning April 30<sup>th</sup>.<sup>4</sup> To that end, RCC has been diligently working with its vendors and taken other internal measures in order to prepare for and comply with the new notification requirements, although the exact means of compliance permitted by the Commission still remains at issue.<sup>5</sup>

Should you have any questions regarding the information provided, please do not hesitate to contact me.

Respectfully submitted,



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cc: Lyle Elder, Media Bureau, FCC (via e-mail)  
Eloise Gore, Media Bureau, FCC (via e-mail)

<sup>4</sup> As RCC explained in its Petition, RCC is unable to segregate out its Lifeline and Link-Up customers from other customers. So, if the Commission's DTV notification rules remain unchanged, all RCC customers would have to receive information about the DTV transition.

<sup>5</sup> Of course, the bill message is in addition to the additional DTV transition notification initiatives that are now required as part of any Lifeline or Link-Up publicity campaigns conducted by an ETC between April 30, 2008 and March 31, 2009. *See* 47 C.F.R. § 54.418(e).